

formulation and implementation of such goals.

Three areas in which such a program has potential in reaching large and varied groups are:

- . Public Schools
- . Civic and Professional Clubs
- . Neighborhood Organizations

Several possibilities exist in such an educational and public relations program. Examples are:

Schools -

- . Civics classes conducting a series of studies on the theory and problem of the community as a social and governmental unit -
- . Papers, projects and exhibits on municipal government, history, and planning -
- . Guest speakers from the City Administration lecturing on the functions, problems and goals of the City -

Clubs -

- . Speakers -
- . The undertaking of specific community improvement projects
- . The sponsoring of neighborhood improvement contests -

Neighborhood Groups -

- . Liaison with the City Administrator and its agencies on zoning, urban renewal and other neighborhood improvement issues -
  - the sponsorship of clean-up, fix-up, projects -
  - the encouragement of paving petitions -